

REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS  
OF SAN BERNARDINO COUNTY, CALIFORNIA  
AND RECORD OF ACTION

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June 24, 2003

**FROM:** JAMES A. FELTEN, PUBLIC HEALTH PROGRAMS ADMINISTRATOR  
DEPARTMENT OF PUBLIC HEALTH

**SUBJECT:** CONTRACT WITH RIVERSIDE COUNTY COMMUNITY HEALTH AGENCY FOR  
THE LATINO 5 A DAY NUTRITION PROGRAM

**RECOMMENDATION:** Approve Contract between San Bernardino County Department of Public Health and Riverside County Community Health Agency in the amount of \$25,000 to provide California Latino 5 a Day education program services in Riverside County for the period of January 1, 2003 through December 31, 2003.

**BACKGROUND INFORMATION:** Approval of this item will provide Riverside County Community Health Agency the resources to deliver the 5 a Day and physical activity messages in Riverside County through a combination of culturally and linguistically appropriate activities at large Latino festivals, farmer's markets, swap meets, supermarkets and neighborhood grocery stores that cater to Latinos, and direct health services providers and community-based organizations throughout the Inland Empire region which includes San Bernardino and Riverside Counties.

Since 1994, the State Department of Health Services (DHS) has funded the Latino 5 a Day Campaign Program, a statewide social marketing initiative aimed at encouraging Latino adults aged 18 to 54 years and their families to consume 5 or more servings of fruits and vegetables and be physically active at least 30 minutes every day. The *Latino 5 a Day Campaign* is one of five targeted programs that comprise the *California 5 a Day Campaign*, a statewide initiative led by the California Department of Health Services' Cancer Prevention and Nutrition Section in conjunction with the *California Nutrition Network for Healthy, Active Families (Nutrition Network)*. All of the targeted programs of the *California 5 a Day Campaign* are administered by the Public Health Institute (PHI) in cooperation with the National 5 a Day Program of the National Cancer Institute (NCI).

In October 2002, the Department received an award letter from PHI for the *Latino 5 a Day Campaign* in the amount of \$110,000 for the period January 1, 2003 through December 30, 2003. There was no application required for this grant; PHI awarded this opportunity based on the Department's proven track record with the *Children's 5 a Day – Power Play! Campaign*. The proposed agreement included \$25,000 for outreach activities in Riverside County for Fiscal Years 2002-2003 and 2003-2004. Riverside County is responsible for implementation of the workplan in Riverside County and reports directly to San Bernardino County. The balance of funding for the agreement with PHI, \$85,000, is being used for program service delivery in San Bernardino County. It is anticipated that services and outreach information will be provided to over 255,000 individuals throughout San Bernardino and Riverside Counties.

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This item has been delayed for submission to the Board due to the following reasons:

- The Department received the agreement from PHI on February 19, 2003.
- Riverside County submitted its budget on March 12, 2003
- Approval of the Contract content was received on June 3, 2003 from Riverside County Community Health Agency.

Since San Bernardino County Department of Public Health (Department) has been designated the lead agency, this Contract is being submitted for approval by the Board and subsequently will be submitted to Riverside's Board of Supervisors for signature.

**REVIEW BY OTHERS:** This item has been reviewed by the HSS Contracts (Lori Ciabattini, HSS Contract Administrator) on June 5, 2003; County Administrative Office (Carol Hughes, Administrative Analyst) on June 11, 2003 and County Counsel (Charles Larkin, Deputy County Counsel) on June 10, 2003.

**FINANCIAL IMPACT:** Approval of this contract requires no local cost. All expenditures are reimbursable through the revenue contract and agreement with PHI. Expenditures and revenues in the amount of \$12,500 were included in the Department's approved FY 2002-2003 budget. \$12,500 is included in the FY 2003-2004 proposed budget.

**Cost Reduction Review:** The County Administrative Office has reviewed this agenda item and recommends approval as all costs are fully reimbursed by the State. This funding is not expected to be impacted by the State budget.

**SUPERVISORIAL DISTRICT(S):** All

**PRESENTER:** James A. Felten, Public Health Programs Administrator, (909) 387-9146